

KEEP MEMORY ALIVE

The Lou Ruvo Alzheimer's Institute

July 5th, 2006

City of Las Vegas
Planning and Development
731 South Fourth Street
Las Vegas, NV 89101

Re: Lou Ruvo Alzheimers Institute Planning Application
NEC Bonneville and Grand Central

To whom it may concern,

The Lou Ruvo Alzheimers Institute project is a mixed use facility on a 1.97 acre site at the northeast corner of Bonneville and Grand Central Parkway. The project will consist of a 38,125 sq.ft, 4 story medical research and treatment building, a 7556 sq.ft museum, a 9096 sq.ft activities center, and a 6060 sq.ft service kitchen with a café.

The attached planning application is for a Site Development Plan Review. Included in the package are site plans, building floor plans, elevations, and conceptual landscape drawings. The project is being designed by renowned architect, Frank Gehry, and is intended to be an iconic building in this city. It will become an architectural landmark and will be very unique. As such, we are requesting three waivers to the established development standards to allow the architect artistic license.

Development standards require 75% building frontage on the right of way. We request a waiver from this standard due to the unique shape of the building and to provide significant "garden" areas. We also request a waiver from the requirement to orient the primary pedestrian entrance facing the street. The main entrance will be on the north side of the building facing the Union Park Master Plan. Parking will be provided in this area as well as for patient drop off. Finally, we request a waiver from the approved building materials. Specifically, we request to waive the

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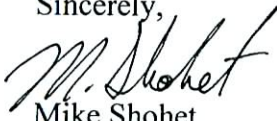
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requirement for stone cladding at the ground level. The materials used on the project will be exterior plaster, glass, and stainless steel.

Due to the unique nature of this building and the attention it will draw, we feel that these waivers are justified. The variances from the development standards will not detrimentally affect the livelihood and well being of the community and supports the City's vision for the redevelopment of the downtown area.

Keep Memory Alive feels that the Lou Ruvo Alzheimers Institute is a very important project for the City of Las Vegas and respectfully requests the approval of this Site Development Plan Review.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Shohet", written over the printed name.

Mike Shohet

Keep Memory Alive

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